

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method of marketing and distributing multimedia, the method comprising:

a. receiving multimedia material [having a particular content] and [content associated] advertising material from a producer or owner of said multimedia material said advertising material being associated with said multimedia material;

b. storing said multimedia material and associated advertising material on a computer readable storage medium in a digital format;

[c inputting multimedia material information;]

c[d]. providing a server system accessible over a communication network [said producer or owner being linked with the server system], said server system accessing said digital format from said computer readable storage medium for transfer of said digital format over said communication network to potential purchasers;

[e. providing a search function for said multimedia material and said associated advertising material;]

d[f]. providing samples of said digital format from said server system over said communication network to said potential purchasers, said purchasers being linked to the server system through said communication network;

e[g]. downloading to said purchasers, upon request of said purchasers, over said communication network, said digital format of said multimedia material from said server system said purchasers storing downloaded digital format of said multimedia material; and

f[h]. providing said digital format of said advertising material that is linked to said multimedia material to said purchasers from said server system over said communication network, allowing purchasers to locally market and sell said multimedia material, said purchasers downloading said digital format of said advertising material that is associated with said multimedia material, said purchasers storing the downloaded digital format of said advertising material;

g. wherein said purchaser is an exhibitor exhibiting said stored digital format of said multimedia material in a public theater to a number of individuals in exchange for a paid admission or a broadcast exhibitor, said digital format of said stored associated advertising material being shown to the public at a time or in a place different from that of said multimedia material.

2. (Cancelled).

3. (Previously Presented) The method of marketing and distributing multimedia of claim 1, wherein receiving multimedia material includes receiving non-digital

media selected from the group consisting of celluloid media, printed media, video cassettes, and audio tape.

4. (Original) The method of marketing and distributing multimedia of claim 3, including the step of digitizing said non-digital media for storage on said computer readable storage medium.

5. (Original) The method of marketing and distributing multimedia of claim 1, including providing a server system accessible over a public communication system.

6. (Cancelled).

7. (Cancelled).

8. (Currently Amended). The method of marketing and distributing multimedia of claim 1, further comprising automatically collecting sales information from exhibitor recipients of said multimedia material and providing sales and marketing data to exhibitors based upon information from said [users of said server system] exhibitors.

9. (Currently Amended) The method of marketing and distributing multimedia of claim 8, [including] further comprising providing marketing data based upon actual [users] uses of said multimedia material.

10. (Currently Amended) A method of distributing movies comprising:

- a. receiving a movie on celluloid and associated advertising material together from said movie owner;
- b. scanning said movie and converting it into a digital format, storing said movie in digital format and said associated advertising material in digital format in a computer readable memory, such that said advertising material and said movie are linked;
- c. inputting licensing information about said movie;
- [[c]]d. transferring said digital formats of said movie and said associated advertising material to a theater via a communications network; [and]
- e. storing said digital formats of said movie and said associated advertising material on a computer readable memory located at said theater; and
- [[d]]f. projecting said movie in said digital format using a digital projector onto a screen for display to an audience.

11. (Currently Amended) A distribution system for distributing multimedia comprising:

- a. a first central processing unit;
- b. a first memory associated with said first central processing unit;
- c. a communications network accessible by said first central processing unit for transferring data into and out of said first memory;
- d. an input device connected for data transfer to said first central processing unit, said input device receiving multimedia material and associated advertising material, and transferring said materials into said first memory in a digital format via said central processing unit;
- e. a second central processing unit;
- f. a second memory, said second memory associated with said second central processing unit, said communications network being accessible by said second central processing unit for transferring said digital format of said multimedia material into and out of said second memory; [and]
- g. a digital feature film projector in data communication with said second central processing unit for displaying said digital format as a feature film onto a screen for presentation to an audience at a particular time and place, said feature film being stored in said digital format in said second memory after being transferred via said communications network from said first memory[.];

h. a third memory, said third memory associated with said second central processing unit, said communications network being assessable by said second central processing unit for transferring said digital format of said associated advertising material into and out of said second memory; and  
i. displaying said associated advertising material at a time or place different from said particular time or place.

12. (Currently Amended) A method of marketing and distributing multimedia, [the method] comprising:
- a. receiving multimedia material from a producer or owner of said multimedia material together with associated advertising material;
  - b. storing advertising material associated with said multimedia material on a computer readable storage medium;
  - c. providing a server system accessible over a communication network, said server system accessing said multimedia material and said advertising material from said computer readable storage medium for transfer of said advertising material in a digital format from said server system over said communication network;
  - d. establishing an account for a broadcast or live theater exhibitor;

- e. providing said multimedia material to said exhibitor for storage on a computer system and for later playback and exhibition at a particular time and place [that is] and providing said linked [to said] advertising material to said exhibitor for storage on a computer system and exhibition at a time or place different from said particular time or place, [by] said exhibitor downloading said advertising material [upon request from said customer for said advertising material] and said multimedia material over said server system;
- f. [following up] communicating with said exhibitor to determine information necessary to calculate an amount owed by said exhibitor [customer] for said multimedia material; and
- g. charging the account of said exhibitor with the amount owed.

13. (Cancelled).

14. (Previously Presented) The method of marketing and distributing multimedia of claim 12, wherein receiving multimedia material includes receiving non-digital media selected from the group consisting of celluloid media, printed media, video cassettes, and audio tape, and wherein said multimedia material is provided to said exhibitor using an electronic communications network.

15. (Previously Presented) The method of marketing and distributing multimedia of claim 12, wherein said communicating [follow-up] is implemented by the automatic sending of an e-mail to said exhibitor.

16. (Currently Amended) The method of marketing and distributing multimedia of claim 12, wherein [said] follow-up [is implemented by] comprises consulting publicly reported data respecting said exhibitor.

17. (Cancelled).

18. (Currently Amended) The method of marketing and distributing multimedia of claim 12[7], further comprising querying said exhibitor to stimulate the sending of data from said exhibitor and recording said data into a database.

19. (Previously Presented) The method of marketing and distributing multimedia of claim 18, comprising providing marketing data recorded in said database to customers in response to a query from a exhibitor.



20. (Cancelled).

21. (Currently Amended) A method of marketing and distributing multimedia, the method comprising:

- a. receiving a motion picture [multimedia material] and associated advertising material from a producer or owner of said multimedia material;
- b. storing said motion picture [multimedia material] and associated advertising material on a computer readable storage medium in a digital format;
- c. providing a server system accessible over a communication network, said producer or owner being linked with the server system, said server system accessing said digital format from said computer readable storage medium for transfer over said communication network;
- d. providing samples of said motion picture [digital format] from said server system over said communication network to [potential] exhibitors [purchasers], said [potential] exhibitors [purchasers] being linked to the server system;
- e. downloading, upon request of said exhibitors [purchasers], over said communication network, said digital format of [said digital format of] said motion picture; [multimedia material] from said server system; [and]
- f. storing said downloaded motion picture and displaying said motion picture at a particular time and place;

g. storing said downloaded associated advertising material and displaying said advertising material at a time or in a place different from the place or time of exhibition of said motion picture;

h[f]. querying said exhibitor [customer] to stimulate the sending of ticket sales data from said exhibitor [customer];[and]

i[g]. recording said data into a database for billing purposes; and

j. reporting recorded data to other exhibitors.

22. (Currently Amended)      The method of marketing and distributing multimedia of claim 21, comprising providing marketing data recorded in said database to [customers] exhibitor in response to a query from an exhibitor [a customer].

23. (Cancelled).

24. (New) The method of claim 1, wherein the [exhibitor] exhibition of multimedia material is the public showing of a motion picture.

25. (New) The method of claim 12, wherein said information comprises box office information and further comprising transmitting box office information to other exhibitors and potential exhibitors.

26. (New) The method of Claim 1, further comprising providing a search function for said multimedia material and said associated advertising material.